



STREET LAMPOST BANNER APPLICATION & PERMIT

MAMMOTH LAKES RECREATION DEPARTMENT

Policy approved by the Public Arts Commission on 01/11/05
Policy approved by the Tourism & Recreation Commission on 2/1/05
Policy approved by the Mammoth Lakes Town Council on 3/2/05
Policy approved by the Department of Tourism & Recreation on 3/3/05

To be eligible to apply for this permit, your event must be deemed a "Special Event". For the purposes of this application process, a Special Event is defined as an entertainment, amusement, recreational, educational, or marketing event, held on a regular or irregular basis that is also publicized in areas/towns OTHER than Mammoth Lakes, with the intention of attracting visitors to Mammoth Lakes. Community events or business promotions are not eligible for this Banner Program.

A minimum of 10 banners is required for this program. *(Please see map attached)*. The lampposts available for private installation are:

- 8 lampposts on Hwy 203, east of Old Mammoth Road, at the entrance to town – lamppost #s 1 – 4, 58 - 61. These are the first lampposts to be utilized.
- 10 lampposts on Old Mammoth Road, from Main Street heading south to Tavern Rd. - lamppost #'s 1-3, 5, 6, 55 – 57, 59, 60.*
- 12 lampposts on Main street heading west of Old Mammoth Road - lamppost #'s 5 – 9, 52 - 57.*

* *These are available only if you also occupy the 8 lampposts on Hwy 203.*

Please submit your completed application to the Town of Mammoth Lakes Recreation Department located above Giovanni's Restaurant, located at 437 Old Mammoth Rd, P.O. Box 1609, Mammoth Lakes, California, 93546. Telephone (760) 934-8989 extension 222 or Fax: (760) 934-7493. *Please allow 4 weeks for the approval process in addition to banner production time.*

The Recreation Department will notify you when your banner application has been approved. Once approved, please submit the street lamppost banners to the Mammoth Lakes Recreation staff at least two weeks prior to display.
NOTE: Shipping address for banners differs from mailing address for completed applications. *Ship banners to: Town of Mammoth Lakes Parks Maintenance Department, 210 Commerce Drive, Mammoth Lakes, CA 93546 (760) 934-3438. Late delivery of banners may result in a delay in the installation of your banners.*

It is strictly prohibited to have the street lamppost banners installed by oneself.

The banners are the sole property of the Event Organizer. The Town is not responsible for lost, stolen, damaged or vandalized banners.

1. Applicant

Name of Applicant and Organization _____

Mailing Address _____ Phone (____)_____

City _____ State _____ Zip _____

Email Address _____ Web address _____

2. Event

Name of Event _____

Location of Event _____

(For approval of on-site signage, contact the Town of Mammoth Lakes Community Development Department at 760-934-8989.)

Event Start Date _____
Month Date(s) Year

Event End Date _____
Month Date(s) Year

Event Sponsors _____

Other methods of advertisement (please list specific publications, radio stations, etc.): _____

3. Design (size)

The following are mandatory requirements for all banners:

- Banners shall be either polyester reinforced vinyl or windscreen.
- Banners shall have reinforced header on all sides with double reinforced corners and sleeves.
- Banner must be printed on both sides.
- Banners must have ¼ "grommets on all 4 corners.
- If made of polyester, banners must have wind slits.
- 24 oz. gauge
- Size must be 23.5" x 74.5"
- Sleeves must have 3.5 " opening from the outer-most stitch to the folded end while lying flat (see diagram).

- If these are new banners with new designs, a sample of the banner design must be attached to this application, and is subject to approval by the Department of Tourism & Recreation. *When possible, at least two options should be submitted.*

Worn, tattered or dirty banners are not acceptable. The Town reserves the right to remove any banners at any time without consulting the applicant.

4. Display Dates Requested: _____ to _____
Day/Month/Year Day/Month/Year

The maximum amount of time the banners may remain installed is the duration of the event plus two weekends before the event and one day after (weather and the Parks Maintenance scheduling permitting).

Dates are subject to change at the Recreation Department's discretion. In the case of a scheduling conflict between banner applications, priority will be given first to Town-sponsored events. First consideration will be given based on the event's contribution to the community, the impact of the event on the resort environment, and the artistic quality of the banner.

5. Location of Banners:

Please indicate which banner locations you are requesting (see map attached):

- 8 lampposts at Hwy 203, east of Old Mammoth Road
- 10 lampposts on Old Mammoth Road
- 12 lampposts on Main Street
- All of the above

Specific Requests: _____

6. Installation Fees:

\$15.00 per banner (*It takes approximately 10 – 15 minutes to install each banner, and the billable rate of our Parks Maintenance crew is \$60/hour.*)

\$10.00 per banner for a non-profit organization.

For consideration, applicant must provide:

- Proof of 501(c)(3) status or equivalent (*please attach to application*).
- Name & contact information for your Board of Directors:

Name _____

Phone _____

The Town Office, upon completion of the banner installation, will send applicant an invoice. Payment is due 30 days after receipt of invoice.

Applicant's signature Date

Recreation Department Representative Date
or designee approval signature

STREET LAMPPOST BANNER PERMIT IS NOT FINAL OR APPROVED UNTIL THE APPLICANT AND THE RECREATION DEPARTMENT DIRECTOR OR DESIGNEE HAVE COMPLETED AND SIGNED THE PERMIT.